

# PROPAGANDA PROJECT



**PROPAGANDA PROPOSAL** Due Date: April 1<sup>st</sup>

*5 % of Unit Mark*

**PROPAGANDA VIDEO** Due Date: April 17<sup>th</sup>

*20 % of Unit Mark*

## TASK DESCRIPTION

In **small groups** you will **design and film a piece of propaganda** for Mustapha Mond's Department of Propaganda, as though it were to be broadcast to the citizens of the New World State in AF 632.

- You are expected to create a **polished advertisement** that helps maintain the New World State's constructed paradise of stability and harmony.
- It should **effectively** and **dramatically** convey the values and morals of this society, bringing about **stability** and **happiness** for all.
- The video should be **4-5 minutes** long and should be understandable to any audience, from an Alpha-Plus to a Delta-Minus.
- Inform citizens of their role in society, reminding them how to keep happy, stable, and help promote civilized behaviour.
- Tell them what to think, how to act, what not to do.
- Craft the words and images that persuade and ensure obedience, allowing the gears of our social machine running smoothly.



***FIRST SELECT A SUBDEPARTMENT...***

As a group **choose one** of the following Department of Propaganda **subdepartments** to base your propaganda project on:

***1. SHOP 'TIL YOU DROP***

You are responsible for promoting the idea that an increase in production and consumption lead to happiness and virtue. Newer is better! More is best! Old is horrid!

***2. BETTER LIVING THROUGH TEST TUBES***

Everyone belongs to everyone else! And all have a role and a function in society. Everyone has to do their part! To understand and act on this is to be happy and to live healthily. One cannot be reminded of this long enough - or forget the ugliness, squalor, and irrationality of the old family-model based on "parents"!

***3. NEVER A DULL MOMENT***

Whether it is Obstacle Golf, Orgy Porgy, or the Feelies, a normal person just wants to have non-stop 24-7 fun! Sensory stimulation is the highest pursuit of the best form of happiness. Don't be the last to indulge in the latest greatest amusement! And let's all do it TOGETHER!

***4. HAPPINESS IS A PILL***

Feeling a bit under the weather? Gloomy thoughts clouding your day? Take a Soma vacation! Pop a pill and kiss those rain clouds good-bye. Relief is just a dose away! What are you waiting for? TAKE IT NOW!



## THE PROCESS

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The following instructions will lead you to success in your broadcast:



1. As a group select your **subdepartment** and **decide** on roles: one **editor/leader**, two or three **actors**, and one **scriptwriter**.
2. Next make a **storyboard** for your presentation, **write scripts** for individual members and **practice** and **rehearse scripts**.
3. **Brainstorm ideas, themes, and slogans** and fill out a **proposal form** to hand in to for approval by **April 1<sup>st</sup>**. The proposal must include the **concept** for your propaganda project as well as a **breakdown** of what **each** group member is contributing to the project.
4. **Shoot** and **edit** your video and prepare for it to be **screened** for the rest of the class on **April 17<sup>th</sup>**.
5. Fill out a **self-evaluation** and **group evaluation**.

## GUIDING QUESTIONS

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Refer to these guiding questions as your create your propaganda project:



- *How can you fashion your message so as to gain maximum acceptance by the target audience?*
- *What tricks can you use to make your message seem reasonable and not overbearing? What techniques can you use to influence people without their feeling manipulated or controlled?*
- *Is your message upbeat and is the tone appropriate to our brave new world?*
- *Will your slogans and/or jingles stay in people's minds afterwards? Are they simple? Are they catchy?*
- *Is the video broadcast polished and attention grabbing?*
- *Does it reinforce the core message of your subdepartment, as well as the general values of the World State?*

- *Does the video effectively communicate the message of your subdepartment?*
- *Does it immediately grab viewer attention? Is the message easy to understand? Is the video creative and powerful? Does the video use catchy, easy to remember slogans and/or jingles?*
- *Could you see this video actually being broadcast in the World State? Could you see it in the plot of Huxley's book?*
- *Have all members played a role in creation and production of video?*

## RESOURCES:

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*\*Denotes an especially valuable resource*

**\*Ads of the World** – *Database of creative ads from around the world*

<http://adsoftheworld.com/>

**Ad Flip** - *Searchable database of classic ads*

<http://adflip.com/>

**Ad Access** – *Collection of Canadian and American Ads*

<http://library.duke.edu/digitalcollections/adaccess/>

**\*Read Write Think** – *Examples of Advertising Techniques*

[http://www.readwritethink.org/files/resources/lesson\\_images/lesson1166/PersuasiveTechniques.pdf](http://www.readwritethink.org/files/resources/lesson_images/lesson1166/PersuasiveTechniques.pdf)

**\*AdBusters** – *A collection of spoof advertisements to cut to the truth of advertising*

<https://www.adbusters.org/spoofads>

**\*Media Literacy Project** – *Counter Ad Project*

<http://medialiteracyproject.org/counter-ads>

## Propaganda Project Rubric

	<b>6 EXEMPLARY</b>	<b>5 STRONG</b>	<b>4 PROFICIENT</b>	<b>3 DEVELOPING</b>	<b>2 EMERGING</b>	<b>1 BEGINNING</b>
<b>Ideas and Content</b>	- Exceptionally clear message, focused, engaged with relevant, excellent supporting detail	- Clear message, focused, interesting ideas with appropriate detail	- Evident main message with some support which may be general or limited	- Main message may be cloudy because supporting detail is too general or even off topic	- Purpose and main message may be unclear and cluttered by irrelevant detail	- Lacks central message; development is minimal or non-existent
<b>Purpose and Audience</b>	- Presents exemplary and memorable slogan; clearly addresses persuasive task in a way that resonates pointedly with audience.	- Presents strong slogan; clearly addresses persuasive task in a way that resonates with audience.	- Presents proficient slogan; addresses persuasive task in a way that stands out to audience.	- Presents a safe but competent slogan; addresses persuasive task, but does not always consider the audience in delivery.	- Presents a slogan; addresses persuasive task, but may slight some aspects of task and audience.	- Suggests a slogan or does not have a slogan; shows lack of attention to persuasive task and audience.
<b>Design/ Words and Visuals</b>	- Clear, consistent organized layout - Exceptionally combines words and images to provide convincing, unified support for position; shows complexity of thought, touching on the appeals of ethos, logos, and pathos.	- Clear, consistent organized layout - Strongly combines words and images to provide convincing, support for position; shows complexity of thought, touching to some degree on the appeals ethos, logos, and pathos.	- Clear, consistent organized design - Proficiently combines words and images to provide unified support for position; shows beginning complexity of thought, touching on ethos, logos, and pathos, but may rely on one persuasive appeal more heavily.	- Thought between words and images is evident - Combines words and images that somewhat support position; shows competent but simple treatment of topic, may touch exclusively on one persuasive appeal.	- Unclear, inconsistent layout - Combines some words and images that may distract or confuse position; shows simplistic treatment of topic, may touch exclusively on one persuasive appeal.	- Layout and design show illogical organization - Words and images lack cohesion; shows confused thinking about topic, does not utilize persuasive appeals.
<b>Style/ Creativity</b>	- Propaganda is original, unique and inventive. - Excellently connects, synthesizes and transforms ideas of original text	- Propaganda is frequently creative. - Strongly connects, synthesizes and transforms original text but connections could be pushed farther.	- Creative ideas introduced and experimented with but they are not executed superbly. Proficiently connects, synthesizes, transforms original text	- Signs of some creativity are evident. - Propaganda is safe and could benefit with some more attention grabbing ideas.	- Propaganda shows very little effort given to taking risks or trying something new.	- Creativity is minimal or non-existent. - Generally uninspired.